

South Carolina Statewide Lodging Outlook Report

August 2019

	Occupancy Rate		Average Room Rate		RevPAR*		Room Revenue	Rooms Available	Rooms Sold
Current Month: August 2019	August 2019	% Chg	August 2019	% Chg	August 2019	% Chg	% Chg	% Chg	% Chg
United States	71.4%	-0.0%	\$132.47	0.9%	\$94.55	0.9%	2.9%	2.0%	2.0%
South Atlantic**	67.9%	-1.4%	\$118.70	1.6%	\$80.61	0.2%	2.1%	1.9%	0.5%
South Carolina	68.5%	-2.2%	\$129.46	1.7%	\$88.70	-0.5%	2.2%	2.7%	0.4%
Year-to-Date: January through August 2019	Jan-Aug 2019	% Chg	Jan-Aug 2019	% Chg	Jan-Aug 2019	% Chg	% Chg	% Chg	% Chg
United States	67.6%	0.1%	\$131.95	1.1%	\$89.24	1.2%	3.2%	2.0%	2.1%
South Atlantic**	69.8%	0.1%	\$131.38	1.7%	\$91.73	1.7%	3.7%	2.0%	2.0%
South Carolina	66.4%	-0.6%	\$122.78	0.5%	\$81.47	-0.1%	2.8%	2.9%	2.2%

*RevPAR = Revenue Per Available Room, i.e., total room revenue divided by total number of room nights.

**South Atlantic Region is comprised of: Maryland, Delaware, West Virginia, Virginia, North Carolina, South Carolina, Georgia, Florida

Only hotels with 10 or more rooms are included in the table above

All percent change is versus the same period in the previous year

Source: STR, Inc.

Three Month Occupancy Outlook for South Carolina

		Sep 2019	Oct 2019	Nov 2019
STR, Inc.	Occupancy Forecast	60.8%	65.8%	57.4%
<i>As of August 2019</i>	% Chg vs same month in previous year	2.2%	-1.3%	0.2%

Source: STR, Inc.